

Skouras Grateful to Canadian Exhibs



By JAY L. SMITH

Famous Players Canadian Corp. wound up its series of regional meetings for partners, associates and district managers, with a two-day session at the King Edward Hotel, Toronto, last Wednesday and Thursday, Oct. 13th and 14th. Present were representatives of Consolidated Theatres, Montreal, United Amusement Co., Montreal, Premier Operating Co., B & F Theatres, 20th Century Theatres, all associated with Famous Players, as well as individual partners from Owen Sound, Barrie, Three Rivers, Rouyn-Noranda, Hamilton, Peterborough, and Toronto. District managers in attendance included Dan Krendel, Bill Trudell, Ray Tubman and Mort Margolius.

Meetings were on a strictly informal basis, with Eastern Division Manager Morris Stein acting as chairman. President J. J. Fitzgibbons and Vice-President R. W. Bolstad shared the ball with Morris Stein, in putting forward policy questions and supplying answers to the partners and associates. Considerable time was given to a discussion of admission prices in respect to the various types of programs being presented, regular, CinemaScope productions, and road-show attractions.

Jack Fitzgibbons, head of Theatre Confections Ltd., an F-P subsidiary, revealed some very interesting figures on the operation of confection counters in the theatres. Due to judicious buying, with subsequent savings passed on to the individual theatres, a number of houses that have seen their admissions and gross reduced, have at the same time seen their profit on confectionery sales increase.

A dinner was held Thursday
(Continued on Page 8)

Pledges 2nd 'Scope Anniversary Even More Significant & Happy

A Canadian general sales meeting of all 20th-Fox personnel, chaired by Canadian general manager Peter Myers, took place October 21-22-23 at the Royal York Hotel. Coinciding with their celebration of Cinema-

Mayer To Address Ontario Exhibitors

Arthur L. Mayer of New York, distinguished exhibitor, distributor, film industry representative, author and speaker, has accepted an invitation to be the guest of honor

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Scope's first and inspiring Anniversary in Canada, the sessions formulated the selling policy for Canada of Fox's 1954-55 releases. Attending the sessions from the home office are Bill Gehring, Arthur Silverstone and Clarence Hall. Mr. Spyros Skouras, President of 20th-Fox has sent the following message to Canadian exhibitors on the eve

(Continued on Page 10)

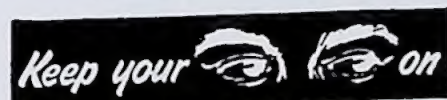
Paramount Spends \$36,000,000 On 20 Films For '55 Release

A program of 20 films, finished or ready to go before the cameras, costing an estimated \$36,000,000, is planned for 1955 by the Paramount Pictures studio, it was announced by executive producer Don Hartman.

Hartman also stated that "horizontal projection enables a better presentation of VistaVision product in the large theatres."

"The present production plans for Paramount studios include 20 films next year, but it is very pos-

(Continued on Page 9)

PETER MYERS
(See Page 3)

ONTARIO HURRICANE FUND

The film industry has tuned up an all-out effort to lighten the burden of the grief-stricken people affected by the great tragedy that spilled itself out over Toronto and area. The Digest has agreed to act as a clearing house for all donations raised. All cheques should be made out to the ONTARIO HURRICANE FUND. A full report will be carried next week.

Movie Trade Show Profits To Pioneers

Present indications point to this year's Movie Trade Show far surpassing last year's, and judging by the inquiries and the interest already being shown it now appears that exhibitors are planning on attending in greater numbers than last year. Gerry Fitzgerald, who is again promoting the Show, stated that many supplier firms and exchanges will be occupying display

(Continued on Page 5)

NFB Wins Three Awards At Edinburgh

Three films produced by the National Film Board of Canada have been granted Awards of Merit at the Edinburgh Film Festival. Merit Awards are granted only to outstanding films shown at the

(Continued on Page 9)

Mason Re-elected President Manitoba Exhibitors Association

Mr. A. J. Mason was re-elected President of the Maritime Allied Exhibitors Association at its meeting last week in the Admiral Beatty Hotel.

Other officers are: Vice-President for New Brunswick, F. Gordon Spencer, Saint John; vice-pres. for Nova Scotia, Fred Gregor, New Waterford; vice-pres. for Prince Edward Island, B. H. Yeo, Montague; Secretary, George Walters, Charlottetown, and Treasurer, W. G. Fenety, Fredericton, N.B.

Elected to the Board of Direc-
(Continued on Page 3)

Trade Papers Honored At B'Nai B'rith Dinner

Ten leading film industry publications will be honored for "their contributions to the American ideals of freedom, equal opportunity and fair play" at the annual Joint Defense Appeal luncheon of

(Continued on Page 9)

**19 ALLIED THEATRES, TORONTO HOLD BENEFIT NIGHT FOR HURRICANE FUND,
SUNDAY, OCTOBER 24, 8 P.M.**

**PREVIEWED IN
CALIFORNIA
RATING: "A-PLUS"**

M-G-M presents a
HOLIDAY-SIZE attraction!

"THE LAST TIME I SAW PARIS"

(Technicolor)



"... a fleeting but
passionate kiss..."

Wish we could have had it ready for Thanksgiving in Canada. It's so BIG we've picked it for Thanksgiving in the States. The California Preview was electric with interest and enjoyment. This is a real love story, heart-stabbing and compelling, based on F. Scott Fitzgerald's daring novel of a fleeting but passionate kiss in Paris' V-E Day celebration that led to a mad courtship and a life of romantic adventure. Tears, laughter, powerful devotions intermingle in a screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

★

Tell your M-G-M Branch:
"I want this great musical for
CHRISTMAS — NEW YEARS!"

"DEEP IN MY HEART"

(Color)

(Issue of Aug. 20th)



"The greatest array
of musical talent
in all picturedom."

"... Hollywood Reporter
describes the preview of
'Deep In My Heart'!"

The audience cards were 100% enthusiastic! Not one dissenting voice. No wonder, M-G-M follows "Seven Brides" and "Brigadoon" with its best yet. The life and songs of famed Sigmund Romberg told in "The Musical With A Heart." 22 song hits from 11 Romberg operettas with the most imposing cast of entertainers ever. There's a love story, there's warmth, there's happiness, there's humanity! You cannot imagine an entertainment so perfectly suited in every way for the golden opportunity of the happy holidays, Christmas—New Years!

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring ELIZABETH TAYLOR • VAN JOHNSON WALTER PIDGEON • DONNA REED with Eva Gabor • Kurt Kasznar Screen Play by Julius J. & Philip G. Epstein and Richard Brooks Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings

★

(AVAILABLE IN PERSPECTA
STEREOPHONIC OR
ONE-CHANNEL SOUND)

M-G-M presents • Based on the Life and the Melodies of Sigmund Romberg • "DEEP IN MY HEART" starring JOSE FERRER MERLE OBERON • HELEN TRAUBEL • with Doe Avedon Tamara Toumanova • Paul Stewart Isobel Elsom • William Olvis James Mitchell • and Guest Stars: WALTER PIDGEON • PAUL HENREID • ROSEMARY CLOONEY GENE & FRED KELLY • JANE POWELL • VIC DAMONE • ANN MILLER • CYD CHARISSE HOWARD KEEL • TONY MARTIN Screen Play by Leonard Spigelgass From the Book by Elliott Arnold Photographed in Eastman Color Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens

★

(AVAILABLE IN PERSPECTA
STEREOPHONIC OR
ONE-CHANNEL SOUND)

MASON RE-ELECTED

(Continued from Page 1)

tors were James McDonough, Halifax, N.S.; J. Mitchell Franklin, St. John; A. A. Fielding, Bridgewater, N.S., and R. Pope, Summerside, P.E.I.

The exhibitors discussed theatre admission tax in Nova Scotia and decided to ask the executive committee to send a delegation to the Nova Scotia legislature to see if the tax could be lowered. Mr. Mason said the tax in New Brunswick was a steady ten per cent of the admission price, while in Nova Scotia it sometimes ranged to 20 per cent.

A minute's silence was observed in commemoration of the passing of Mr. S. M. Bartling of Liverpool, N.S., and Mr. D. A. MacDonald of Sydney, N.S.

Tribute was paid to the "First Lady of the Motion Pictures," Miss Ray Lewis, who had been such a tremendous force in the industry and always such a close friend of Maritime exhibitors.

Exhibitors went on record for the absolute elimination of all nitrate film. Such elimination would mean a considerable drop in Insurance Rates in theatres.

A. J. Mason and F. Gordon Spencer were recommended as delegates to attend the Motion Picture Industry Council meetings being held next month in Toronto.

At the noon luncheon an old-time film was enjoyed by all the Exhibitors. A forum discussion took place on the various types of Sound presentation — CinemaScope, etc.

At the afternoon meeting Mr. Pat Dwyer who has been secretary-treasurer for eight years was presented with an honorary life membership in the Association.

Reference was also made to the long-time Exhibitor, Mr. Edgar A. Neal who is confined in the local hospital.

Flynn Signed By Herbert Wilcox

Herbert Wilcox, British movie director, announced recently he had signed Errol Flynn to a three-year contract to make films in Britain. The actor will make six films for Mr. Wilcox, co-starring with Anna Neagle, the director's wife.

3 MORE FOR NFB

The National Film Board of Canada won three firsts and a second in the First International Film Festival of Durban, South Africa.

Across the Country

Toronto and District

Barkers of Toronto Variety Tent No. 28 are studying the nomination list of 16 names for the 1955 Crew before lining up for the vote at the club rooms October 26. The polling sub-division will be open from 5.30 to 7 p.m. under the direction of Al Troyer of Famous Players as election officer.

The Thanksgiving Day week-end saw the beginning of the end of the 1954 drive-in season, a number of operations being closed after making a bid for holiday business.

The Roxy Theatre, Carleton Place, recently acquired by Ottawa Valley Amusement Co., Renfrew, Russ Simpson, general manager, joined the Motion Picture Theatres' Association of Ontario. The Roxy has 400 seats, and was formerly operated by National Theatre Services.

Rev. Ray McCleary, Protestant Chaplain of Toronto Variety Tent No. 28, was decorated with the Silver Keystone Award of the Boys' Clubs of Canada in recognition of his long and valued service to the community, and especially for his direction of the Woodgreen Centre, Toronto. The presentation was made by Clute W. Foster.

Prior to the presentation of the Marian Pageant, The Story of Mary, at the Toronto Coliseum with a cast of more than 1,000 people, the Victoria Theatre was made available for final rehearsals by President J. J. Fitzgibbons of Famous Players.

As a promotion feature for "The Caine Mutiny" at the Capitol Theatre, Hamilton, Manager Nicky Langston had the Hamilton Sea Cadets parade with their band to the theatre entrance, then proceed to seats inside.

Prairies

A masked bandit escaped with \$102 in cash from the Lux theatre at Fort Saskatchewan, Alta., recently after forcing his way into the ticket booth and hitting the cashier, Mrs. Prezanowski, on the head with a bottle. Mrs. Prezanowski, wife of the owner of the theatre, suffered cuts and a bruise on the head when she battled with the man for several minutes.

Arrangements have been completed for the Capitol theatre to house the Dominion Drama festival, to be held in Regina May 9 to 14, 1955. Event will be opened by Governor-General Vincent Massey.

In recognition of his service in bringing British films to Lethbridge theatres, the IODE presented a picture of Queen Elizabeth II to A. W. Shackelford, president of Majestic Theatres, Ltd. The presentation was made Oct. 11, the 25th anniversary of the Capitol theatre, one of four theatres operated in Lethbridge by the Majestic organization.

Extensive alterations are planned for the front and lobby of the Capitol theatre, Lethbridge, Alta. The alterations coincide with the 25th anniversary of the theatre which was observed Oct. 11. The theatre has been part of the Famous Players organization for the entire quarter century. When announcement of the alterations was made, a three-column cut in the Lethbridge Herald showed A. W. Shackelford, operator of the Capitol, with his sons, Bob and Doug, looking over the plans. The renovations will cost more than \$35,000.

A modern, 317-seat theatre was opened at Wawota, Sask., Oct. 1 by Cliff Easton. Free shows and free popcorn were offered. Stucco-frame building has up-to-date equipment, sloping floor, air-conditioned oil heat and rest rooms.

NFB Expenses Up

The Federal Government reports budgetary expenditures for the National Film Board rose to \$985,000 in period April 1 to Aug. 31 this year in contract to \$836,000 in same period last year.

Keep Your Eyes On

PETER MYERS

The job of looking ahead with confidence in the future comes easy to those, who have already put behind them a successful past and to Peter Myers, young and energetic Canadian general manager of 20th Century-Fox who with his associates are celebrating the first Anniversary of CinemaScope in Canada, this job comes easy.

A short year ago, no CinemaScope and today over 450 theatres equipped and the prospect of reaching a goal of 600 by Christmas topped by the biggest gross yet for any year, has added up to a confident and bright future for 20th-Fox and Peter Myers.

Pete, the name most often used when referring to Peter Myers began his tenure in the film industry at United Artists in 1935 as a contract clerk when Haskell Masters was UA's Canadian general manager. In '37 he was appointed as salesman for UA and travelled throughout Ontario.

The RCAF, radar division from 1941 occupied Pete during the war years. Pete rejoined UA in his old capacity in '46 for six months, and then went to Warner Bros. for a short period as a salesman. In 1947 he became Toronto branch manager for Eagle-Lion, transferring to 20th-Fox in 1948, as its Toronto branch manager.

In June of 1951, Pete became Fox's Canadian general manager, when Arthur Silverstone was promoted to a top level post in Fox's New York head office.

Married the same week he joined Fox, Pete today can boast not only of a pretty wife but of a girl, 4 years of age and a boy 2½ years of age. Chairman of the Motion Picture Distributors Assoc. and active in Variety Club, Pete this last year has become an orator, speaking for the Distributors Assoc. at industry functions and introducing CinemaScope to Canadian exhibitors across the country.



Congratulations

BOB HARVEY

MANAGER OF THE CAPITOL, NORTH BAY

*Winner of the First Prize in the
15th Annual Digest Showmanship Contest*

You have added to the fine reputation Famous Players' showmen have won consistently in the past.

Famous Players' men also congratulate, Second Prize Winner NICKY LANGSTON, Capitol, Hamilton; Third Prize Winner, John McKim, Odeon, Ladysmith and Special Award Winner, Jacques Martin, Mercier, Montreal.

Showmanship is an occasion for a feeling of pride and satisfaction wherever it is found in Show Business.



Maritime Pioneers Recommend Memorial To Ray Lewis

The Maritime Branch of the Canadian Picture Pioneers re-elected Mr. L. A. Sprague (proprietor of the 'Gaiety' Theatre, Lancaster, N.B.), President at the annual convention held in the Admiral Beatty Hotel last week.

Other officers elected for the coming year were: Secretary-treasurer, A. E. Smith; Recording Secretary, Thomas A. Corbett. Membership Committee for New Brunswick, P. J. Hogan, St. John, N.B.; for Prince Edward Island, Bruce Yeo, Montague, P.E.I.; and for Nova Scotia, Fred Gregor, New Waterford.

A motion was adopted that the Branch recommend to the senior body in Toronto the establishment of a memorial to Ray Lewis "First Lady of the Motion Picture Industry" and until her death editor of the Canadian Motion Picture Digest.

New members inducted into the Organization were: Thomas Corbett, 20th Century-Fox, Saint John; Harold Gaudet, Capitol Theatre, Summerside, P.E.I.; G. D. Walker, Paramount Theatre, New Waterford, N.S.; and Wilmot J. Chase, Paramount Theatre, Saint John, N.B.

Clarke New Tourist Promotion Director

The Honorable Wilfred T. Dauthine, Minister of Trade and Industry for the province of Nova Scotia, has announced the appointment of Earl Clark, former Production Sales Manager of Associated Screen News of Montreal as Director of Industrial and Tourist Promotion for the province.

Mr. Clark brings to his office a long record of achievement in the field of publicity and public relations. As a former production director for Associated Screen, he became one of the best known of Canada's film producers.

Borbridge Dies

Bartyn B. Borbridge, 65, owner of the Granada Theatre Building, St. Thomas, Ont., died in hospital in St. Thomas after an extended illness.

TRADE SHOW

(Continued from Page 1)

space for the first time. The fact that a portion of the profits accruing from the Show will be turned over to the Benevolent Fund of the Canadian Picture Pioneers appears to have created great interest. Following are some of the firms taking space:

Associated Screen News Limited, Dominion Sound Equipments Limited, General Theatre Supply Company Limited, Theatre Premiums Limited, York Confections Limited, Peerless Films Limited, S. Evans & Sons, Paramount Film Service Limited, J. Arthur Rank Film Distributors (Can.) Limited, Coca-Cola Limited, Orange Crush Ltd., Rogers-Majestic Electronics Ltd.

Radiant Manufacturing Company, Sainthill-Levine Company Limited, Theatre Poster Services Limited, Canadian Theatre Chair Company, Perkins Electric Company Limited, Film Art Trailers, Empire-Universal Films Limited, Twentieth Century-Fox Corp., Astral Films Limited, Pepsi-Cola Company of Canada, Borden Company Ltd., Laval Enterprises.

The Show will be held in the King Edward Hotel, November 23-24-25 and will be open from 12 o'clock noon until 8 p.m.

MAYER

(Continued from Page 1)

of the Motion Picture Theatres Association of Ontario luncheon on the occasion of its annual meeting Nov. 25 at the King Edward Hotel, Toronto.

President Jack McCulloch will preside over the business sessions which will be held in the Reception Room. Much time will be devoted to discussions concerning matters of importance, and election of officers for the ensuing year will take place. A very large attendance is assured due to the fact that the annual meetings of the NCMPEAC and the MPICC and the Trade Show and the Canadian Picture Pioneers Award Dinner will be held in the same week.

Arthur Mayer is the holder of the Medal for Merit award, presented to him for his war services by President Truman in 1947.

He was the author of "Merely Colossal," in 1953, a book which has had wide circulation.

Adult Entertainment

The following pictures were classified "Adult Entertainment" by the Ontario Board of Censors during the period September 1st to September 30th, 1954: *Duel in the Sun* (Re-issue), and *Naked Alibi*.

VIDOSCOPE ANAMORPHIC

Vista-Vision

with or
without

*Perspect-A
Sound*

PERKINS

ELECTRIC COMPANY LIMITED

HEAD OFFICE: 1197 PHILLIPS PLACE, MONTREAL 2, QUE.
BRANCHES: TORONTO, MONCTON, VANCOUVER, BUFFALO, N.Y.



The Cylindrical Anamorphic which has won FIRST PLACE in every Exhibitor's test. Only \$1250.00 per pair in Canada.

IMMEDIATE DELIVERY

CINEMASCOPE

TODAY!

Today, CinemaScope has earned world-wide acceptance and acclaim. Today attendance at motion picture theatres has shot upward.



A year ago only one CinemaScope motion picture had been produced, and today 97 CinemaScope pictures are in release, in production or preparation in the United States and in foreign countries.

After one year, the total number of theatres equipped for CinemaScope in the United States and Canada is 8,100 and the world-wide total is 11,100 which represents 75% of our income possibilities, this being an achievement far beyond our fondest expectations.

After one year the estimated domestic theatre investment in CinemaScope equipment is \$66,875,000; and that in foreign countries, \$16,500,000.

This is why we extend our gratitude to the thousands of exhibitors who backed the judgment of Twentieth Century-Fox with their own foresight, matching their courage with their diminishing dollars. They re-equipped their theatres to fit our dreams and the public's desires, making CinemaScope a reality and a by-word.

In the record of CinemaScope's success, which is still being written, we must include our acknowledgment of the cooperation of other producing companies in adopting the new medium and joining in the production of CinemaScope pictures.

We include in this acknowledgment: Loew's, Inc., Walt Disney Productions, Columbia Pictures, Warner Bros., Universal-International, R.K.O. and United Artists, and many independent producers in the United States and abroad.

In the same manner we express our thanks to equipment manufacturers throughout the world who re-tooled and accelerated their production in the tremendous transition period.

We are grateful, above all, to the public for recognizing instantaneously our effort to satisfy its advancing tastes in entertainment.

CinemaScope has revived the movie-going habit of the American public.

This is a fact of enormous importance because the American Motion Picture Industry since its inception has striven not only to inspire and entertain, but to be a world-wide evangel of the American way of life, spreading knowledge everywhere of this country's achievements.

CinemaScope has thus helped to make our industry an important factor in our national life.

And we rejoice in the many congratulatory letters and telegrams we have received from exhibitors throughout the world on this, the first birthday of CinemaScope, which has made history and triggered a veritable explosion of vigorous new ideas in motion picture making.

We of Twentieth Century-Fox pledge to you, the public and the exhibitors and producers of all the world, all our energies and resources in developing each year new technical advancements and even finer CinemaScope productions and techniques in order to create greater satisfaction on the part of greater audiences.

In gratitude for your cooperation, encouragement and support, we dedicate ourselves to the one unceasing endeavor of serving the theatres of the world with such matchless motion picture entertainment for the public that no present or future competition will challenge its popular supremacy.

On the Beam

(Continued from Page 1)

evening at the King Edward, for the partners, associates, department heads, district managers and their wives, and the distributors and their wives, with very brief talks given by Morris Stein as toastmaster, J. J. Fitzgibbons, R. W. Bolstad, and Norman Robertson, director and legal counsel for Famous Players.

I would like to take this opportunity to congratulate the winners of the 16th Annual Digest Championship Contest. I must admit I was very pleased to see first prize taken by an old friend of mine, Bob Harvey, of F-P's Capitol, North Bay, for his campaign on Paramount's "Money From Home". Showmanship is second nature to Bob, he has been hard at it ever since I first knew him, and that goes back some 15 years.

To Nicky Langston of Odeon's Capitol Theatre, Hamilton, winning Showmanship prizes is also getting to be a habit, for he just recently won Odeon's Big Top Contest. Nick's campaign on MGM's "Rose Marie" was a very close runner-up in the Digest Showmanship Contest.

Third Prize Winner in this year's Digest Contest was another Odeon manager, John McKim, of the Odeon, Ladysmith, B.C., with his campaign on Paramount's "Little Boy Lost". John was the only Westerner to finish in the money this year. In previous contests, the West has many times walked away with all honors, but this year the Eastern boys really put their best campaigns forward, and wound up with three winners out of the four.

Special Award Prize went to Jacques Martin, Odeon Mercier, Montreal, for his campaign on the Kute Kiddie Kontest held at the Mercier. This campaign almost won the unanimous nod from the judges, and anyone seeing the campaign submitted by Jacques can readily understand the enthusiasm it aroused. It was a terrific selling job by a very capable theatre manager.

"Hurricane Hazel" has come and gone, leaving havoc in its wake, especially in Southeastern Ontario, where the death toll may reach close to 100, with as much as \$100,000,000 damage caused by the hurricane and its accompanying floods. As I write this, information in respect to theatres in the path of the storm is very sketchy; by next week's issue we will have the whole story for you.

However, one thing we do have definite news on, and that is the terrific job done by George Altman and his staff at Mavety's Film Delivery Service, who worked around the clock Saturday and Sunday, setting up emergency film depots, and getting the film through to the various theatres. Had it not been for the extraordinary efforts on the part of George and his staff, even on behalf of those theatres not normally serviced by Mavety's, there would have been many a dark house in Ontario over the week-end.

Down at Milwaukee, Wis., Allied States Theatres Association concluded their 25th Annual Convention, with a resolution approving the drafting of a bill calling for Government regulation of the Motion Picture Industry. The resolution proposes that introduction of the bill in Congress be held in abeyance for a three-month period, and after that time, its introduction to be at the discretion of the Allied Board. In other words, Allied have gone on record as being in favor of Government intervention and regulation of the Industry, if within three months, it cannot settle its alleged grievances against the producer-distributors.

In other words the threat of Government intervention and regulation will be used by Allied for the next three months as a bargaining weapon with distributors. Alleged grievances as outlined at the Allied meet, included film terms which Allied regards as unreasonable; a shortage of product; shortage of prints.

The Digest has always been against Government intervention or regulation for the Motion Picture Industry. Some months ago we heard talk of an Industry coordinator to be hired by Allied States, someone familiar with the problems of both exhibition and distribution, and who could iron out difficulties between Allied States members and the distributors amicably, and with fairness to all parties. What happened to that idea?

As we recall, the names of Ned E. Depinet and Willam F. Rodgers were mentioned as possibilities for the post. We are certain that anyone of the caliber of Mr. Depinet or Mr. Rodgers could do a lot more good by way of settling distribution-exhibition differences within our Industry, than anyone Washington might appoint.

Exhibs Association Chaired By Stein

Morris Stein, chairman, National Committee Motion Picture Exhibitors Associations, announced last week that the committee's Annual Meeting will be held in the King Edward Hotel, November 22nd. Principal among the many important matters to be dealt with will be the number of road show pictures at advanced prices and the proposed Canadian Motion Picture Institute. Any exhibitors having problems they wish discussed during the Committee's business sessions should immediately notify the Exhibitors Association of which they are a member and ask that the matter be placed on the agenda so that it can be dealt with during the sessions.

Panavision's Newest

The Apo Panatar, the third optical device produced by Panavision, will be ready for production use within the next month, it was disclosed by Robert Gottschalk, Panavision president, whose previous two devices, in order of introduction, were the Super Panatar (anamorphic projection lens) and the Micro Panatar, a system of laboratory installation which achieves the development of standard "flat prints."

Golden Mile Theatre Interesting Experiment

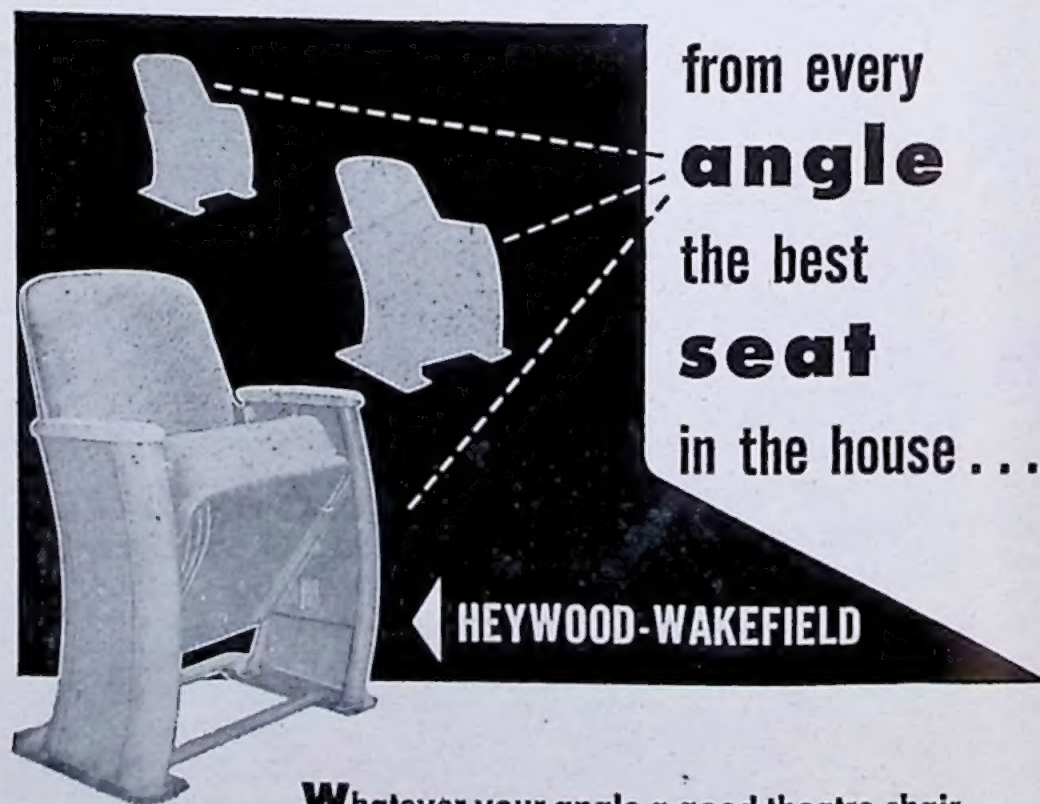
Toronto acquired a brand new suburban theatre of approximately 1,000 seats Oct. 14 in the opening of the Golden Mile Theatre, the first in conjunction with a modern shopping centre, the Golden Mile Plaza. It was also the first to be opened with CinemaScope equipment installed, it was announced.

Contracting firms included Dominion Sound Equipments Limited, Robert Simpson Co. Limited, Appleton Engineering Co., Canadian Theatre Chair Co., Cameco Lighting Limited, Armstrong, Baum, Co. Limited, Desprit Marble and Tile Co., Theatre Poster Service Limited, and Liberman Plaster Co.

The opening program had "Up in Arms" and "Our Very Own." Admissions range from 20 to 60 cents and the theatre will have matinees on Saturdays. The Plaza shops are open Thursday and Friday nights until nine o'clock.

Industry Council Meet

The Motion Picture Industry Council of Canada will meet in Toronto, November 23-24 and Chairman Arch J. Mason has announced that this year's Annual Meeting will be the most important yet held.



Whatever your angle a good theatre chair should fit your curves. Heywood-Wakefield Chairs feature "contour forming"—your patrons sit in not on these richly-upholstered chairs. Ask us about the new "CONTOUR" Formed Rubber and "SIT-IN" Coil Spring Cushions. They're made for real comfort during the entire showing of the longest movie program.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

PARAMOUNT

(Continued from Page 1)

sible that an additional three or four more pictures will be added to the slate," the producer stated. "During the past five years, Paramount has averaged 22 to 24 films annually," he said.

Film producers in Hollywood have become more selective and careful in turning out films as there is "no limit to a film's gross," he said. However, the producers have become more daring in spending money for better casts, writing and production because a big property will attract important boxoffice stars, Hartman said.

"However, the rising cost market demands that all producers and studios keep a closer check on all expenditures," he said.

Commenting on the successful experimentations with horizontal projection of VistaVision films which allegedly enables greater height, as well as depth, clarity and definition of subject, Hartman said that "this type of projection is solely for use in large theatres with screens ranging in width from 60 to 120 feet. It is the eventual hope of Paramount that some horizontal projection attachment can be evolved so that all theatres can project VistaVision in a manner in which audiences will notice the marked improvements, he said.

The experiments conducted with horizontal projectors thus far, each projector costing an approximate \$2,000, have been very successful, he said. "The VistaVision films used in the tests were projected left to right and in a 2 to 1 ratio," Hartman said. "Our technicians now are working on the horizontal attachments and also are testing black and white films for VistaVision," he stated. The attachment could be hooked up with an ordinary projector, he said.

VistaVision is flexible and can be used in any theatre and can give audiences a 3-D effect, Hartman said. "Our experiments with the medium have been conducted under the policy that the best will survive as no novelties, changes in screen size, or whatever, will aid the story, which is primary."

VistaVision prints in 2 to 1 aspect ratio can be had anamorphically or regularly, he said. "So far, we have had no requests for anamorphics as yet," Hartman said. VistaVision is currently being photographed in a "loose" 1:66 to 1 aspect ratio, Hartman said, enabling enlargement to fit all ratios.

WARNERS' DIVIDEND

Warners has declared a dividend of 30 cents per share on the common stock, payable Nov. 5 to stockholders of record Oct. 19.

NFB

(Continued from Page 1)

Festival.

The films are "Corral" — a story about the breaking-in of a horse; "The Switchman" — about a street railway switchman in Winnipeg; and "The Stratford Adventure" — about the Shakespeare Festival at Stratford, Ontario.

"Corral" was made by Colin Low, of Cardston, Alberta; "The Switchman" is the work of Roman Kroitor and Stanley Jackson, both originally from Winnipeg; "The Stratford Adventure" was produced by Guy Glover, who hails from Vancouver, directed by Morten Parker of Winnipeg and scripted by his wife, Gudrun, also of Winnipeg.

TRADE PAPERS

(Continued from Page 1)

the Motion Picture Division and Cinema Lodge of B'nai B'rith on Oct. 27, at the Astor Hotel.

The luncheon will be part of the industry's campaign to help the J.D.A. raise New York's share of the \$5,000,000 needed to finance the activities of B'nai B'rith's American Jewish Committee and Anti-Defamation League. The publications to receive awards will be Billboard, Exhibitor, Film Bulletin, Film Daily, Independent Film Journal, Motion Picture Daily, Motion Picture Herald, Radio Daily, Showmen's Trade Review and Boxoffice.

UA's Vera Cruz In Superscope

The recently-perfected Superscope wide-screen process will be used for "Vera Cruz," multi-million-dollar Technicolor spectacle, starring Gary Cooper and Burt Lancaster, it was announced in Hollywood by Harold Hecht, co-owner with Lancaster of the Hecht-Lancaster Organization, producers of the United Artists release.

Mr. Hecht announced that negotiations had been concluded with Joseph and Irving Tushinsky, inventors of the new process, for its use on "Vera Cruz." The agreement was reached following the Tushinsky brothers' announcement that their process is now compatible with CinemaScope projection equipment.

O'Keefe In Hollywood Setting Up Production

Al O'Keefe, president of Parliament Pictures arrived in Hollywood to complete negotiations for his company to participate in Hollywood feature production.

Congratulations

To the Prize-Winning Team of



ODEON SHOWMEN



Who Distinguished Themselves In

THE 15th ANNUAL DIGEST CONTEST

Nicky Langston

CAPITOL—HAMILTON, WINNER OF 2nd PRIZE!



John McKim

ODEON—LADYSMITH, WINNER OF 3rd PRIZE!



Jacques Martin

MERCIER—MONTREAL, WINNER OF SPECIAL AWARD!

Congratulations

Also To

Bob Harvey

FAMOUS PLAYERS' CAPITOL—NORTH BAY,
1st PRIZE WINNER!



THE ODEON THEATRES (CANADA) LIMITED

SKOURAS

(Continued from Page 1)

of the CinemaScope anniversary in Canada.

In expressing our appreciation to the many exhibitors of Canada who have contributed to the success of CinemaScope, and in congratulating them on their vision and on the results that they have achieved, we of Twentieth Century-Fox can best observe this first anniversary of this new medium of entertainment by pledging the utmost that is in us to make the second anniversary an even more significant and happy event.

Looking back, however, nothing can give us greater satisfaction than the prosperity and promise that has been brought to the outstanding theatres of Canada since "The Robe" in CinemaScope was opened at the Imperial Theatre in Toronto on October 22, 1953. That was a momentous day because it marked the turning point for the better in our industry and the restoration of the screen to its supremacy as a form of popular entertainment.

Everyone knows that prior to the introduction of CinemaScope the most adverse conditions prevailed in our industry. Free television in the home had had a devastating effect in the United States, causing many theatres to close and endangering the ability of the producing companies to supply the world markets with fine productions.

We of Twentieth Century-Fox felt that an improved form of motion picture presentation would result in an even better quality in motion pictures and bring patrons back to the theatre. Therefore we concentrated upon the development of CinemaScope, with its combination of revolutionary lenses, improved screens, and four-track magnetic stereophonic sound. We sought to create a system that would afford greater realism and therefore more audience participation through better depth of picture, color, and sound accompaniment, as well as wider story-

telling range.

Today the impact that CinemaScope has had throughout the world is an accepted fact. It is written in the increased patronage at the box office, in the fact that 11,000 theatres throughout the world already have installed CinemaScope equipment, and in a worldwide theatre investment in CinemaScope equipment approaching a total of \$85,000,000. This record is still being written.

Only one CinemaScope motion picture had been released a year ago, but today approximately 100 CinemaScope pictures are in release, in production, or in preparation in the United States and in other countries.

We are, therefore, grateful that

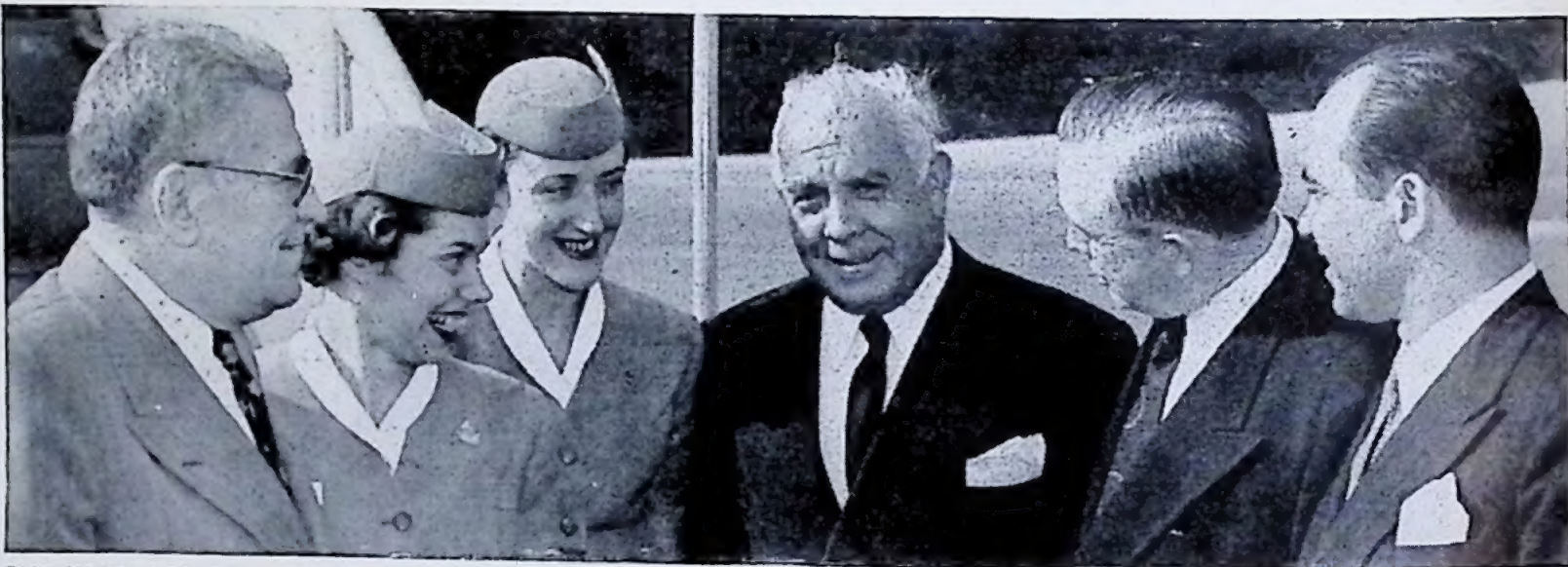
produce only the best stories and meet the higher requirements of CinemaScope, our production department is concentrating more than ever upon selectivity of material, casting as flawless as possible, and production values worthy of CinemaScope at whatever budget outlays this will require.

For the remainder of 1954, and during 1955, Twentieth Century-Fox alone will release productions like: "A Woman's World", "Black Widow", "Desiree", "There's No Business Like Show Business", "Carmen Jones", "Soldier of Fortune", "Lord Vanity", "White Feather", "The Racers", "Untamed", "Prince Of Players", "The Greatest Story Ever Told", "The King And I",

Scope productions include "Black Prince".

Among other independent productions in CinemaScope there will be the Todd-AO production of "Oklahoma", the Hecht-Lancaster production of "The Gabriel Horn" to be released by United Artists, and "The Conqueror", the Leland Hayward production which RKO will distribute.

We of Twentieth Century-Fox express our appreciation not only to the producers who have adopted CinemaScope and helped to make it a household word throughout the world, but, of course, to the thousands of theatre-men everywhere who likewise saw and appreciated the impact of this new medium as a means of providing matchless en-



ONE YEAR AGO Spyros Skouras, President of 20th Century-Fox, accompanied by Bill Gehring arrived at Malton Airport for the Imperial theatre premiere of "The Robe" in CinemaScope and was greeted by J. J. Fitzgibbons, President of Famous Players Canadian Corp. One year later Bill Gehring is visiting Toronto again, this time to celebrate with 20th-Fox's Canadian organization, the first Anniversary of CinemaScope. Arthur Silverstone and Clarence Hall accompanied Mr. Gehring for the sales meeting of the Canadian division being held this week.

we had the opportunity to help bring this boom to our industry, but we are above all grateful to all those who like the exhibitors, of Canada, possessed the foresight to appraise the potentiality of CinemaScope.

We rejoice that we can celebrate this anniversary with our Canadian friends on the basis of the added prosperity that this new medium has brought to exhibitors and the satisfaction it has given the public.

As we begin the second year of CinemaScope we are hard at work at the development of even more technical improvements, while we are utilizing the new techniques of CinemaScope production in order to provide finer screen entertainment.

The advancing techniques of CinemaScope we believe are truly reflected in the array of current and forthcoming CinemaScope productions, not only from this company but from practically all of the major producing companies in Hollywood and independent producers in this country and throughout the world.

In order to fulfill our desire to

"Daddy Long Legs", "Can Can", "Alexander The Great", "The Tokyo Story", "Katherine", "The Enchanted Cup", and "Queen of Sheba".

In addition there will be Twentieth Century-Fox releases of independent productions like "The Deep Blue Sea", "That Lady", and "The Oasis".

Among outstanding Metro-Goldwyn-Mayer CinemaScope productions there will be: "Brigadoon", "Ben Hur", "Moonfleet", and "Deep In My Heart".

Warner Brothers will have: "A Star is Born", "Moby Dick", "Silver Chalice", "Helen of Troy", "Land of the Pharaohs", and "Drum Beat" among others.

Universal-International has announced: "Black Shield of Falsworth", "To Hell and Back", "Sign of the Pagan", and "The Spoilers".

From Columbia Pictures the CinemaScope productions include: "The Long Gray Line", "Three for the Show", and "Joseph and his Brethren".

Another outstanding CinemaScope production is Walt Disney's "20,000 Leagues Under the Sea".

From Allied Artists the Cinema-

tainment for the public.

We rejoice in the thousands of telegrams and letters of a congratulatory nature that have reached us from every part of the free world on the anniversary of the introduction of the new medium. These messages from exhibitors, producers, directors, equipment manufacturers, officials, and outstanding citizens in every country this side of the Iron Curtain, express gratification that a new era of prosperity for our industry has been inaugurated during the first year of CinemaScope. They point with optimism to even greater results for the welfare of the theatres and the industry in the future. We acknowledge these messages with heartfelt gratitude, and intend to live up to their spirit.

Our one goal is to contribute all that we humanly can to the maintenance and improvement of this high level of entertainment for the theatres and the public of Canada and the rest of the world. With complete confidence in the future of our great industry, this is our promise on this, the first Canadian anniversary of CinemaScope.

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TORONTO WINNIPEG

Peter Meyers Issues Statement On CinemaScope Anniversary

It is with a great deal of satisfaction that I look back on the progress and achievements of CinemaScope in Canada during its first year.

Canadian exhibitors are a little more conservative than their American counterparts and the "wait and see" period usually takes a little longer, as a matter of fact all business trends occur in Canada many months after they appear in the United States, so our results are gratifying.

With 452 theatres equipped and hundreds more in the talking stage, CinemaScope is way ahead of schedule and certainly far beyond my greatest expectations. The box office receipts of CinemaScope pictures are most encouraging.

Naturally, the big pictures are tremendous but its main forte is the fact that a picture that would be just good in 2-D becomes an important grosser in CinemaScope.

This medium could not have arrived at a better time for Canadian exhibitors when they are feeling the first impact of television on their business. I don't think television hurts the very big pictures one bit but it decimates the grosses on medium and small pictures. Now with CinemaScope, every attraction is an important one and the public are leaving their television sets to see these pictures.

By the end of 1954 20th Century-Fox will have released (20) CinemaScope features and I can safely say that the average theatre gross of all 20 pictures will exceed the theatre gross of our best 2-D pictures in the past. This is a great accomplishment.

Because of the number of installations that are taking place at the present time and the backlog of film we have available for these accounts and, because we will make 22 new CinemaScope pictures next year and release approximately 27, I feel quite confident that 1955 will be the biggest year by far in the history of our Canadian company.

We want all of our customers to share in this prosperity.

Three For RKO

A new independent producing company, Prize Pictures, Inc., has made arrangements to produce three pictures next year for distribution by RKO, the latter company reports. Sig Schlager is general manager of Prize, which is said to have been formed by an Arizona syndicate including Ben Englander, Ona Stanley and John Shanks.

The producing company is owned by Pictures Holding Corporation of Phoenix, Ariz.

2 Hour Showcase Made By Columbia

The sales department of Columbia Pictures is having the studio produce a two-hour feature, titled "The Columbia Story," showcasing the company's strong product and talent lineup. Unlike the showcase "trailers" recently put out, the Columbia film will present fully-contained 10-minute scenes from various pictures, plus special sequences with Tyrone Power, Betty Grable, Deborah Kerr, Van Johnson, Richard Widmark, James Stewart, producer William Goetz and other personalities.

Among pictures being spotlighted will be "The Long Gray Line," "Three for the Show," "The Violent Men," "Man From Laramie," "Tight Spot," "My Sister Eileen," "Phffft," "Prize of Gold," "Black Knight" and others.

Picture will be shown to the sales force and exhibitors in all Columbia branches.

Pasternak Producing International Review

Joseph Pasternak, producer for Metro-Goldwyn-Mayer, has sold the studio on an idea for a singing-dancing pageant to be called "International Review." Howard Keel will be starred in the musical, which is expected to be in shape for filming after he completes "Robin Hood."

"International Review" will take audiences to European capitals and will feature an aggregation of guest stars. The picture's story line will be woven around Mr. Keel's exploits as a popular entertainer on tour in Europe.

Mr. Pasternak got the idea for the film from the personal appearance tour Mr. Keel is making in Britain. The singer is due back next month to tackle "Robin Hood," which will be done in musical form.

From Here To Eternity

Manager Len Gouin of the Capitol Theatre, Peterborough, organized an excellent promotion for the regular-price engagement of "From Here To Eternity."

An impressive feature of Gouin's drive was a full advertising page in the Peterborough Examiner in which 14 firms and merchants used the picture's title as a theme.

Breen Retired As Movie Censor

Joseph I. Breen, Hollywood censorship high commissioner since 1934, was retired last week at his own request.

Simultaneously it was announced that Geoffrey Shurlock, for many years Mr. Breen's chief assistant, had been appointed as the new administrator of the Production Code Administration at a meeting in New York of the directors of the Motion Picture Association of America.

Eric Johnston, president of the Association, reported that arrangements had been made with Mr. Breen to continue "as special consultant" to the code administration and the M.P.A.A., of which he is a vice-president, for the next seven years.

Questions And Answers On Variable Anamorphic Lenses

Q. Can a theater use any normal 35mm. film and expand it to 1.75 to 1 or wider with these prismatic lens adapters?

A. It can be done but not without excessive distortion on the screen. 1.75 to 1 or even 1.85 to 1 aspect ratios can be achieved, however, by using normal cylindrical short focal length lens and by then cropping the photographic image top and bottom, by using special aperture plates made for the purpose.

Q. How wide can I expand a normal picture with prismatic expander devices?

A. Not more than about eight per cent in most cases. Thus, a picture 21 feet high by 28 feet wide, could be expanded to 21 feet high (the height does not increase) by 30 or 31 feet wide. Any wider expansion here would give excessive distortion. In other words, the normal 1.33 to 1 aspect ratio can be increased to about 1.5 to 1 without excessive distortion, but in some cases even this expansion would appear grotesque on the screen.

Q. Can a cartoon be expanded horizontally to 2 to 1 or 2.5 to 1 without excessive distortion?

A. The distortion will be there on the screen, but because cartoon figures are not necessarily in proportions easily recognized, as humans would be easily recognized in correct proportions, the audience probably would not notice the distortion. In most circumstances the cartoon can be widened up to CinemaScope proportions without the audience noticing anything except that

Disney's Buena Vista Sets Mexican Film

"The Littlest Outlaw," a story about Mexico, its people and customs filmed in sections of the country removed from the beaten tourist path, will be put into release in October by Buena Vista Film Distribution Company, a subsidiary of Walt Disney productions.

The picture, made with practically no advance publicity, features among its performers Pedro Armendariz, Rodolfo Acosta, Joseph Calleia and Andy Velasquez, a 101 year-old who plays the title role. The idea for the film originated with Larry Lansburgh, the producer and a former Disney employee. The Disney company financed the production.

Mickey Mouse or Pluto might look to be a little well fed, or just plain fat.

Q. What then are the advantages of this type of variable anamorphic lenses?

A. In the Tushinsky studio laboratory process, two types of prints for exhibition will be made from negatives which have been photographed in composition which will permit cropping top and bottom, where such cropping can be carefully controlled. These prints will be anamorphosed (squeezed) so that when expanded to the proportions for which they are made, the screen picture can be as wide as wanted and will show no distortion. The first size will be in proportion of 1.85 to 1, which can be compressed by the prismatic lens in the theater to as little as 1.75 to 1, or widened to 2 to 1 proportions. The other size print will be made in 2.2 to 1 aspect ratio. This can be made compressed to 2 to 1 or widened to 2.55 to 1, the CinemaScope aspect ratio. Theaters are warned not to use these variable anamorphic lens attachments except with prints that have been designed for the purpose.

Q. Can the variable anamorphic projection lens attachments be used to project CinemaScope pictures?

A. Yes, they can be used.

Q. Can the prismatic lenses be used with the Paramount VistaVision process.

A. Yes. VistaVision is a method of photography and has nothing necessarily to do with expansion or contraction.

OVER 90% of all theatres and drive-ins showing CinemaScope use **BAUSCH & LOMB** cylindrical anamorphic attachments

Here's why:

- Highest light transmission of all anamorphic attachments—
for clearest, most enjoyable screen picture.
- No blur, no distortion! Detail is sharp, magnification is uniform, picture
is pleasing throughout screen area.
- Matched lens design, for perfect pairing with B&L
f/1.8 Super Cinephor, world's fastest projection lenses.
- Easier to install—lenses screw right into perfect alignment.
- Complete line, including the only anamorphic lens
specially made to match 4" projection lenses
without vignetting.
- Minimum maintenance—completely sealed unit.
- Dependable factory service for full life of lens.
- Recommended by CinemaScope producers.

Congratulations, 20th Century-
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We're proud to have played a
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GENERAL
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Chatter... That Could Matter!

By MAX CHIC

Marjorie Dawson, a familiar figure from across the border is leading a workshop at the Convention of National Representatives of the Children's Film Library, meeting this week at the Village theatre, Toronto . . . many delegates were kept from coming as a result of Hurricane Hazel and all sessions are being tape recorded for them . . . Clyde Gilmore in town and spending a good portion of his time looking at JARO's new product.

Dan Krendel's new showmanship contest will run for 26 weeks, starting November 1 . . . the Columbia theatre, St. Thomas, reopened October 14, new owner Harry McLean . . . the buying and booking via National Booking . . . the Toronto Film Distributors Baseball Club held their Fall Dance on October 22.

Lou Morris, London, England, and a well-known pioneer in the film industry, passed away October 11 . . . WOMPI finally got launched at a meeting held at the Variety Club rooms at the Prince George Hotel . . . contrary to the Digest's listing of "Rogue Cop" at the Odeon, Toronto, UA's "Robinson Crusoe" played there.

Wayne and Shuster, whose first TV program hit the screen last Friday entertained the press in regal style at the King Edward Hotel last Tuesday evening . . . Chet Friedman, Jack Clarke and Jerry Collins also treated the press that same night, to a preview of Elaine Stewart, up to help in the Ontario Hurricane Fund activities . . . Peter Myers in discussing CinemaScope's first year in Canada said to this reporter, "J. J. Fitzgibbon has done more for CinemaScope than anyone else in Canada."

The Main Event Of The Week . . . the induction of 26 men and women in the Famous Players 25 Year Club . . . it was truly a "family party" as Norman Robertson so aptly termed it.

Academy Awards

A donation of \$100,000 to the Academy of Motion Picture Arts and Sciences will be made by the Association of Motion Picture Producers to help the Academy meet operating expenses for the year.

Directors of the producers' group voted the appropriation at a recent meeting.

New Lens From Holland

A new type anamorphic lens, developed in Holland and known as the Delrama, will be marketed in the USA shortly, it was reported following a series of private demonstrations conducted for technical people in New York.

The lens is said to be not variable and is designed to show pictures in an aspect ratio of 2.55 to 1. It is neither cylindrical nor prismatic, but has its basis on a two-quartz fused reflector surface.

Cost of the lens is reported to be less than those currently on the market. Distribution channels are now being negotiated and an announcement is expected to be made shortly regarding sales outlet. Only a "tool room" model is in the States now, but technicians who witnessed the demonstrations said that they were impressed by the possibilities of what they saw.

The lens was invented by Doctor Bauer of Holland.

Adfilms Expands Sales Force

Fred T. Stinson, General Manager of Adfilms Limited, 77 York Street, Toronto, has named J. Roy McCullough to be Western Divisional Manager with Headquarters in Edmonton, Alberta. Mr. McCullough is an Albertan and was formerly Alberta representative of the Company. His appointment reflects Adfilms' consistent growth in Western Canada.

At the same time the appointment is announced of Mr. R. L. (Bob) Todd as Eastern Divisional Manager of Adfilms Limited with Headquarters at London, Ontario. Mr. Todd is well-known to Eastern Canada exhibitors and advertisers.

Adfilms Limited, in addition to distributing advertising trailers produced by Canadian and British studios, holds the Canadian franchise for United Film Service and their affiliate, Motion Picture Advertising Service, both long-established firms in the theatre screen advertising business.



A Royal Command Performance is slated for Jane Russell and Rudy Vallee at the Empire Theatre, Leicester Square, London, Nov. 15th, both are busy at present with the shooting of the C'Scope feature "Gentlemen Marry Brunettes" for UA release . . . Bob Hope sails for England after completing his first VistaVision film for Paramount, "The Eddie Foy Story" . . . Jane Wyman's next for Warner Bros. will be "Miracle in the Rain" . . . MGM signed Glenn Ford for "The Blackboard Jungle," he is at present starring in "Interrupted Melody" . . . United Artists go into production on "Big House, U.S.A." cast headed by Broderick Crawford and Ralph Meeker . . . David Farrar joined the cast of RKO "Bow Tamely to Me," to play one of the lead roles opposite Barbara Stanwyck . . . Stirling Silliphant to produce "Five Against the House," for Columbia Pictures, with Guy Madison starred . . . Title role for Tony Curtis in E-U's biography of Benny Goodman . . . Jean Simmons to have role of Miss Sarah Brown in Samuel Goldwyn's film version of "Guys and Dolls" . . . at present all Goldwyn features released through RKO . . . Landmark Productions' "Top of the World" to be distributed by United Artists . . . this drama of the Alaskan Air Command stars Dale Robertson, Frank Lovejoy and Evelyn Keyes. Mayfair Theatre, scene of premiere for UA's "Suddenly" co-starring Frank Sinatra and Sterling Hayden . . . Change of title for Paramount's "Air Command," new handle "Strategic Air Command," VistaVision feature with James Stewart and June Allyson . . . Seton I. Miller signed by Columbia to write screenplay for their Clark Gable vehicle "Captain Calico" . . . We're told that Jan Sterling's sexy dance in Allied Artists' "The Human Jungle" too 'hot' for Memphis, Tenn. . . . MGM purchase fabulous story for new Elizabeth Taylor feature, plot concerns story of Aimee DuBucq de Rivery, aristocratic French girl who became Sultana of Turkey . . . Columbia purchases current best-selling novel "The Brothers Ricco" to be produced by Wm. Goetz.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Fourth week. The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons and Victor Mature.

SHEA'S & NORTON
Second week. The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

UNIVERSITY & EGLINTON
Second week. Dragnet (WB) Warner-Color with Jack Webb.

ODEON
West of Zanzibar (JARO) Technicolor with Anthony Steel.

HYLAND & CHRISTIE
Seventh week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

INTERNATIONAL CINEMA
Second week. Pickwick Papers (IFD) with Hermione Gingold.

AVENUE
Second week. Tit-Coq (Cardinal) with Fridolin (Gratien Gelin).

DOWNTOWN
The Shanghai Story (E-U) and Captain Kidd and the Slave Girl (UA).

MONTREAL

CAPITOL
On the Waterfront (Col.) with Marlon Brando.

LOEW'S
Second week. The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

PALACE
Seven Brides for Seven Brothers (MGM) with Jane Powell and Howard Keel.

PRINCESS
Second week. Suddenly (UA) with Frank Sinatra.

ORPHEUM
The Law vs. Billy the Kid (Col.) Tech. with Scott Brady.

KENT
The Story of Gilbert & Sullivan (IFD) Tech. with Robert Morley.

AVENUE
Third week. The Belles of St. Trinian's (IFD) with Alastair Sim.

VANCOUVER

CAPITOL
Second week. Seven Brides for Seven Brothers (MGM) C'Scope and Color with Jane Powell.

ORPHEUM
Second week. Broken Lance (20th-Fox) C'Scope and Color by De Luxe, with Spencer Tracy.

VOGUE
Third week. Magnificent Obsession (E-U) Technicolor with Jane Wyman.

STUDIO
Julius Caesar (MGM) with Marlon Brando and James Mason.

DUNBAR
Sixth week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

PLAZA, PARK, PARADISE
Crossed Swords (UA) with Errol Flynn and Gina Lollobrigida.

WINNIPEG

CAPITOL
Second week. The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons.

LYCEUM
She Couldn't Say No (RKO) with Robert Mitchum and Jean Simmons.

MET
Susan Slept Here (RKO) Technicolor with Dick Powell and Debbie Reynolds.

ODEON
Second week. Magnificent Obsession (EU) Technicolor with Jane Wyman.

GARRICK
Second week. The High and the Mighty (WB) C'Scope and WarnerColor with John Wayne.

OSBORNE CINEMA
The Living Desert (RKO) Technicolor.

ST. JOHN

STRAND
The Caine Mutiny (Col.) with Humphrey Bogart and Jose Ferrer.

CAPITOL
The Wild North (MGM) and Texas Carnival (MGM).

CALGARY

CAPITOL
Second week. Broken Lance (20th-Fox) C'Scope and Color by De Luxe with Spencer Tracy.

PALACE
Second week. Rear Window (Para.) Tech. with James Stewart.

UPTOWN
On the Waterfront (Col.) with Marlon Brando.



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"HIGH NOON" AND
"MOULIN ROUGE"

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